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ATTORNEY DOCKET NO. 08049.0921
CUSTOMER NO. 22,852

Mail Stop Patent Application
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

New U.S. Patent Application

Title: METHODS, SYSTEMS, AND COMPUTER READABLE MEDIA
CONTAINING INSTRUCTIONS FOR EVALUATING THE RETURN
ON DIRECT MAIL MARKETING AND FOR EVALUATING
SHIPPING SERVICES

Inventors: Mike V. Naples; Keller, TX and
Michael D. Clark; Forth Worth, TX

22154 U.S. PTO
10/631837
08/01/03

Sir:

We enclose the following papers for filing in the United States Patent and Trademark Office in connection with the above patent application.

1. Application- 95 pages, including Cover Page, Abstract, 24 independent claims and 90 claims total.
2. Drawings- 19 sheets of drawings (Figures 1-18).
3. The filing fee is calculated as follows:

Basic Application Filing Fee					\$750	\$ 750.00
	Number of Claims		Basic	Extra Claims		
Total Claims	90	-	20	70	x \$18	1,260.00
Independent Claims	24	-	3	21	x \$84	1,764.00

08/01/03
15915 U.S. PTO

<input type="checkbox"/> Presentation of Multiple Dep. Claim(s)	+\$280	0.00
Subtotal		\$ 3,774.00
Reduction by 1/2 if small entity		- 0.00
TOTAL APPLICATION FILING FEE		\$ 3,774.00

4. A check for \$3,774 is enclosed. The fee includes:

\$750 filing fee; and
\$3,024 additional claims fee.

Applicants claim the benefit under 35 U.S.C. § 119(e) based on copending Provisional Patent Application No. 60/411,405 filed September 18, 2002.

Please address all correspondence with respect to this application to:

Finnegan, Henderson, Farabow,
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This application will be completed in accordance with 37 C.F.R. § 1.53(f) upon receiving a Notice to File Missing Parts of Application.

Please accord this application an application number and filing date.

The Commissioner is hereby authorized to charge any additional fees due and any other fees under 37 C.F.R. § 1.16 or § 1.17 during the pendency of this application to our Deposit Account No. 06-0916.

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW,
GARRETT & DUNNER, L.L.P.

By: Robert E. Converse, Jr. Reg 24,014
for Reg. No. 27,432

REC/BSL/mlm
Enclosures